

PX17

PX17 Attachment AX

Email regarding roles in launching new brand

From: Taree Dobie <taree@revguard.net>
Sent: Monday, March 18, 2013 7:56 PM
To: 'Eric Fry' <eric@convertismarketing.com>; 'Danielle' <danielle@convertismarketing.com>; 'Emily Springmann' <emily@revguard.net>; 'Mark Santiago' <mark@convertismarketing.com>; christy@convertismarketing.com; goodman@convertismarketing.com; 'Megan Nosel' <megan@convertismarketing.com>; abby@convertismarketing.com; 'Sue Laurent' <sue@convertismarketing.com>; jenny@revmountain.com; blair@convertismarketing.com; 'Colin Campbell' <colin@echelondata.com>; 'Ryan McWilliams' <ryan@convertismarketing.com>
Subject: RE: First Class Whitening - Launch Checklist

Hi Everyone,

Just an update on FCW – I spoke with Emily about getting First Class live on OCO we're about a week out. Right now Ryan has all his attention focused on the Limelight cutover for 2.0 and is going to be finished soon. Once that is completed we will get First Class up and running.

Let me know if you have any questions!



Director of Customer Service • 303.218.6665

From: Eric Fry [mailto:eric@convertismarketing.com]
Sent: Monday, March 11, 2013 11:23 AM
To: Danielle; Emily Springmann; Mark Santiago; christy@convertismarketing.com; goodman@convertismarketing.com; Taree; 'Megan Nosel'; abby@convertismarketing.com; 'Sue Laurent'; jenny@revmountain.com; blair@convertismarketing.com; 'Colin Campbell'; 'Ryan McWilliams'
Subject: First Class Whitening - Launch Checklist

Hello Everyone,

We are looking to launch the new product First Class whitening in 2 weeks (Monday, March 25th).

25-Mar	First Class White	Done
RevGuard		
	Send UK Phone # to Christy/Mark	
	OCO	
	Web Cancel	
	Recordings	
	Customer Service Event Codes	
	Customer Service Prompts	

Design		
	Home Page Designed	
	QC Landing Pages	
	Design/Build/Test Layouts	
Tech (Convertis)		
	Purchase / Setup Rackspace server	
	Send Taree Email Addresses	
	Create techsupport email alias	
	Central Data Feed	
	Setup new SSL cert	
BizDev		
	SoftSlate Store Setup	
	Send Processing PromoIDs (home page and landing page) for FMP	
	Send Processing Team Test Order Link	
	Setup Redirects	
	Setup any necessary fraud filter settings	
RevMountain		
	Setup Upsells	
Product Development		
	Order Product/Confirm Delivery Date	
	Send Warehouse Kit List	
	Confirm Warehouse(s) is/are ready for traffic	
Processing		
	Build Live and Homepage Promo IDs in FMP	
	Gateways setup in Excalibur	
	Verifi Setup and VBV	
	Verifi activate account	
	Place Live Test Orders on new accounts	
	QC Main Pages	
Accounting		
	Confirm bank accounts are setup	
Colin		
	Product set to ship from correct warehouse	
	All Completes/Incompletes flowing to RevMountain	
	US Completes flowing to USAB	
	CA/UK Completes flowing to Aragon	

Thank you,
Eric Fry
303.218.6621
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Convertis Marketing LLC